IN THE UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)

Serial Number	10/607,073
Confirmation Number	6550
Filing Date	06/26/2003
Title of Application	ContextSensitive Television Tags
First Named Inventor	Allyson M. Krieger
Assignee	Microsoft Corporation
Group Art Unit	2623
Examiner	Nnenna N. Ekpo
Attorney Docket Number	MS1-1486US
Nature of the Office Communication to which this is responding	Final Office Action
Date of the Office Communication	05/06/2008
Nature of this Document	Response to Final Office Action Under 37 CFR §1.116

To: Commissioner for Patents

P.O. Box 1450

Alexandria VA 22313-1450

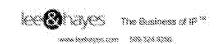
From: Jason F. Lindh (Tel. 509-324-9256; Fax 509-323-8979)

Customer No. 22801

Brief Summary of Selected Substantive Portions of this Response

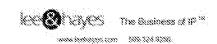
[0001] The independent claims have been amended to clarify that that the TV tag comprises an associated data element and a plurality of associated actions. Additionally, the independent claims have been amended to clarify that upon the selection of the TV tags a display area whereby users can indicate selection of at least one of the plurality of associated actions is launched.

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[0002] This brief summary is not intended to represent the Applicant's full response to the Action. Rather, it is merely a brief summary of selected substantive portions of the response herein.

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SPECIFICATION AMENDMENTS

None

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